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18 UNITED STATES DISTRICT COURT
19 CENTRAL DISTRICT OF CALIFORNIA

20 CAROLYN CLARK, et al.,

21 Plaintiffs,

22 v.

24 INCOMM FINANCIAL SERVICES,
25 INC.,

26 Defendant.

Case No.: 5:22-CV-01839-JGB-SHK

**REPLY MEMORANDUM OF
POINTS AND AUTHORITIES IN
SUPPORT OF DEFENDANT
INCOMM FINANCIAL SERVICES,
INC.'S MOTION TO DISMISS**

Hon. Jesus G. Bernal

Date: June 5, 2023

Time: 9:00 a.m.

Courtroom: 1

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1 InComm respectfully submits this Reply Memorandum of Points and
 2 Authorities in further support of its Motion to Dismiss the Amended Complaint.¹

3 PRELIMINARY STATEMENT

4 Federal court is not a forum for plaintiffs to make marginally educated
 5 guesses, in the hopes that discovery will one day prove them true. Yet in their
 6 Amended Complaint, Plaintiffs have once again done just that. And once again,
 7 having been called out in a motion to dismiss, their opposition retreats from the most
 8 outlandish theories and attempts vainly to salvage the others. For example, it turns
 9 out that many of the “possibl[e]” security flaws detailed in the Amended Complaint
 10 are just there for “context,” and are *not* the basis of Plaintiffs’ claims. Instead,
 11 Plaintiffs now explain, the basis for their claims is their speculation that InComm’s
 12 balance-checking website is insufficiently secure, and their suspicion that this
 13 accounted for their own cards’ depletion.

14 The trouble is that, after several chances, Plaintiffs’ claims of “security flaws”
 15 are still just guesses. They vaguely accuse InComm of failing to monitor user
 16 activity on its website, but offer no facts to support that accusation. They suggest,
 17 absurdly, that InComm might be better off scrapping the website altogether and
 18 using a phone hotline instead. And they claim that InComm does not use CAPTCHA
 19 on the website, which is both speculative and demonstrably wrong, as InComm’s
 20 opening brief showed. In their opposition, Plaintiffs scramble to create a “disputed
 21 fact” on this point by offering an improper after-the-fact declaration from one of
 22 their lawyers, who claims to have recently visited the website without encountering
 23 a CAPTCHA challenge. That suggests, at most, that not every user sees a challenge
 24 on every visit. But Plaintiffs have never alleged that InComm could or should
 25 improve its security by issuing *indiscriminate* CAPTCHA challenges, as opposed
 26 to tailoring challenges to specific circumstances. Their Amended Complaint alleged

27
 28 ¹ Capitalized terms not defined here have the same meaning as in InComm’s opening
 brief, ECF No. 45 (“MTD”).

1 that InComm exposed its products to fraud by failing to use CAPTCHA *at all*. That
 2 claim is speculative and false, and Plaintiffs’ belated declaration does nothing to
 3 revive it.

4 Weak though they are, Plaintiffs’ speculative allegations of a “security flaw”
 5 are not even the weakest link in their Amended Complaint. For other elements of
 6 their claims, Plaintiffs offer no factual allegations at all. Plaintiffs’ Amended
 7 Complaint is bereft of facts suggesting (1) that InComm’s security falls short of any
 8 “industry standard”; (2) that Plaintiffs read and relied on any of the communications
 9 from which InComm supposedly omitted information; or (3) that InComm had a
 10 duty to make any such disclosures. In their opposition, they sidestep or ignore these
 11 oversights, each of which is fatal to their Amended Complaint.

12 **ARGUMENT**

13 Plaintiffs do not dispute that their pleading is subject to the Rule 9(b) standard.
 14 Instead of resisting this conclusion, Plaintiffs invite it: The first sentence of their
 15 opposition accuses InComm of “defraud[ing] people.” Opp’n to Mot. to Dismiss
 16 Am. Compl. (“Opp’n”) at 1, ECF No. 46. That sentence sets the tone for the
 17 opposition, which—like the Amended Complaint and the original Complaint—
 18 offers nothing more than speculation and bare legal conclusions.

19 **I. The CLRA and UCL “Unlawful Business Practices” Claims Must Be** 20 **Dismissed**

21 **A. Plaintiffs Do Not Adequately Plead that InComm’s Security** 22 **Practices Were Deficient**

23 As Plaintiffs’ opposition confirms, their core contention is that InComm failed
 24 to inform consumers of the fact that “[its] data security practices are inadequate and
 25 facilitate [] access” by “criminal[s].” Opp’n at 12-13; *see also id.* at 18 (arguing that
 26 InComm “fail[ed] to [employ] reasonable data security measures used in the
 27 industry”). Yet as their opposition also confirms, they have nothing to offer in
 28 support of that claim but an ever-changing menu of undeveloped theories. In their

1 latest brief, Plaintiffs abandon their speculative assertions about “ways Unauthorized
2 Users could obtain Card data,” saying that these are “*not* the security flaws on which
3 Plaintiffs base their claims.” *Id.* at 3 (emphasis added). Instead, they now stake their
4 claim on three security practices that they say InComm “could” employ to get its
5 website security up to snuff, but purportedly does not. *Id.* at 4-5.

6 This latest round of theories is just as vague and speculative as the last.
7 Plaintiffs first suggest that InComm should have done away with the website and
8 replaced it with a *phone hotline*. But Plaintiffs do not and cannot allege that this
9 drastic measure comports with the “industry standard,” or that the purported security
10 benefits of this switch would outweigh its tremendous added inconvenience. For
11 that matter, they allege no facts to suggest that the switch to an old-fashioned phone
12 line would improve security at all.

13 Plaintiffs also offer two armchair recommendations as to how InComm could,
14 in their estimation, have improved the security of the website itself. First, they posit
15 that InComm “could” deter fraudsters by “monitor[ing] its website for balance
16 inquiries on unactivated cards.” Am. Compl. ¶ 79, ECF No. 44. But the notion that
17 InComm has failed to do this is pure conjecture (which also happens to be false),
18 and Plaintiffs offer no facts to support it. Nor do they allege any facts about the
19 “industry standard” for monitoring. Claims of this sort, which are “no more than
20 conclusions, are not entitled to the assumption of truth.” *Colony Cove Props., LLC*
21 *v. City of Carson*, 640 F.3d 948, 955 (9th Cir. 2011).

22 Plaintiffs’ second idea for a security improvement that InComm “could”
23 implement on its website is CAPTCHA. Again, however, the claim that InComm
24 has failed to use CAPTCHA on its website is facially improbable, unsupported by
25 factual allegations, and simply wrong—as InComm showed through content from
26 the website itself. MTD at 8; Metcalf Decl. Ex. C, ECF No. 45-4. In their
27 opposition, Plaintiffs protest at length that the Amended Complaint’s
28 misrepresentations of the website did not violate Rule 11, *see* Opp’n at 5-6, but that

1 question is not presented by InComm’s motion, which seeks only dismissal.
2 Whether or not a complaint grounded in unsubstantiated and incorrect speculation
3 triggers sanctions under Rule 11, it definitely cannot survive dismissal under Rule
4 12.

5 Plaintiffs also attempt to salvage their CAPTCHA theory by offering an after-
6 the-fact declaration from their attorney, Mr. Dennett, who now claims that he did
7 not encounter a CAPTCHA challenge on his own visit to the website. This is
8 improper, given that Plaintiffs could have included this account in their initial or
9 Amended Complaint. Even better, they could have included allegations about the
10 actual *Plaintiffs’* visits to the website, a subject on which their Amended Complaint
11 is silent. Instead, they chose to make a false and unsupported allegation about the
12 InComm website, then backtrack with an untimely declaration once called out. A
13 complaint cannot be a constantly moving target. *See Cork v. CC-Palo Alto, Inc.*,
14 534 F. Supp. 3d 1156, 1183 n.8 (N.D. Cal. 2021) (“[I]t is axiomatic that the
15 complaint may not be amended by the briefs in opposition to a motion to dismiss.”
16 (internal quotation marks omitted)). This Court should reject Plaintiffs’ belated
17 attempt at an unauthorized amendment.

18 Even if the Court considers Mr. Dennett’s declaration, it does not create a
19 disputed “issue of fact” as to the assertions in Plaintiffs’ Amended Complaint.
20 There, Plaintiffs alleged that InComm did not “[e]mploy[] CAPTCHA” on its
21 balance-inquiry site, period. Am. Compl. ¶ 77. That is wrong, as shown by the
22 appearance of CAPTCHA challenges on the balance-inquiry site. At most, counsel’s
23 belated declaration suggests that the website deploys CAPTCHA challenges to a
24 subset of visitors, rather than doing so indiscriminately. If Plaintiffs consider this
25 targeted issuance of CAPTCHA challenges to be a security “flaw,” they had two
26 opportunities to so allege, and did not do so. In fact, neither of their complaints
27 alleged anything at all about the frequency of InComm’s CAPTCHA challenges, the
28 relationship between targeted CAPTCHA issuance and security, or the standard in

1 the industry for frequency of CAPTCHA challenges. They alleged only that
 2 InComm failed to “[e]mploy[] CAPTCHA,” which was wrong. *Id.* They cannot
 3 now swap that claim out for yet another, equally unsupported theory about the
 4 methodology by which InComm deploys CAPTCHA challenges.² After multiple
 5 tries, Plaintiffs still have nothing but wild guesses to support their claim of a
 6 “security flaw,” and should not be permitted to make any more.

7 **B. Plaintiffs Do Not Adequately Plead that Their Cards Were Subject**
 8 **to Unauthorized Use Caused by Security Defects**

9 Plaintiffs’ failure to allege the existence of a “security flaw” in the Vanilla
 10 Gift Cards is fatal to their Amended Complaint. But they have also failed to
 11 “attribute their own Cards’ loss in value to [InComm’s] inadequate security
 12 measures,” another defect that this Court recognized as dispositive. Order at 7, ECF
 13 No. 41.

14 As an initial matter, it remains unclear that the “loss in value” of Plaintiffs’
 15 cards was attributable to fraudulent interference at all. Plaintiffs give no reason why,
 16 despite repeated invitations, they have declined to support their claims of third-party
 17 fraud with any specific information about their cards, or about the transactions that
 18 they believe were unauthorized. *See* MTD at 3-5, 12-13. Meanwhile, the scant
 19

20 ² It is also not self-evident that universal deployment of CAPTCHA challenges is
 21 indicative of stronger security than targeted deployment. For example, perhaps Mr.
 22 Dennett did not encounter a CAPTCHA challenge because InComm’s servers
 23 recognized, based on his IP address or other factors, that he was likely a human
 24 user rather than an “automated computer program.” *See* Dennett Decl. ¶¶ 2-3, ECF
 25 No. 46-1; Am. Compl. ¶¶ 73-74. Such targeting of CAPTCHA challenges
 26 depending on threat level suggests *more* sophisticated security than indiscriminate
 27 deployment of such challenges. It also casts doubts on another of Plaintiffs’
 28 theories, by suggesting that in fact InComm “monitor[s]” user patterns on its
 website after all. Opp’n at 4. However, because Plaintiffs have made no
 allegations of any kind about the security consequences of targeted versus universal
 CAPTCHA challenges, the Court need not delve into this question.

1 allegations that they reference in their opposition, *see* Opp’n at 17-18 (citing Am.
 2 Compl. ¶¶ 18-22), do not support the inference of third-party fraud. Ms. Clark, for
 3 example, does not even expressly plead that her card’s balance was depleted. *See*
 4 Am. Compl. ¶ 18. All she says is that the card was “rejected” and that the issue had
 5 not been resolved when she later tried to use the card again. *Id.* Similarly, each of
 6 the Recipients alleges that she did not share the card information with others. *See*
 7 *id.* ¶¶ 19-20. But the Recipients say nothing about whether the individuals who gave
 8 them the cards (who are not named or described) might have done so. In short, it
 9 remains no more than a “sheer possibility” that any Plaintiff’s card balance was
 10 misappropriated by third parties. *See Ashcroft v. Iqbal*, 556 U.S. 662, 678 (2009).

11 The problems do not end there. Even assuming Plaintiffs were victims of
 12 third-party fraud, they have alleged no facts whatsoever connecting their experiences
 13 to “[*InComm*’s] inadequate *security measures*,” as this Court and others have
 14 required. Order at 7 (emphasis added); *see also Calixte v. Walgreens Co.*, 2023 WL
 15 2612595, at *4 (N.D. Ill. Mar. 23, 2023) (dismissing similar complaint for, among
 16 other reasons, failure to allege “facts supporting his assertion that security
 17 vulnerabilities were the reason funds were taken from *his* gift cards” (emphasis in
 18 original)). No Plaintiff identifies unauthorized charges, for example, that occurred
 19 “quickly” after her card was activated, which would at least be consistent with
 20 Plaintiffs’ theory about how malefactors exploit vulnerabilities on the balance-
 21 inquiry site. *See* Am. Compl. ¶ 69. Plaintiffs have therefore failed to cure this defect
 22 of their initial Complaint.

23 **C. Plaintiffs Do Not Adequately Plead that InComm Deliberately** 24 **Provided Deficient Customer Service**

25 Plaintiffs do not attempt to defend the Amended Complaint’s conclusory
 26 allegations that InComm “intentionally erect[ed] barriers to reimbursement” in their
 27 opposition. *Id.* ¶ 96; *see also* MTD at 17-19. Instead, they vaguely reiterate their
 28 allegations that some of them spent a long time dealing with InComm’s customer

1 service. Opp’n at 7. InComm strives for promptness and efficiency, and regrets that
 2 Plaintiffs were evidently not satisfied with their experiences. But Plaintiffs’
 3 allegations do not remotely suggest that InComm “intentionally” avoids providing
 4 reimbursement to deserving cardholders. In fact, the sources incorporated in
 5 Plaintiffs’ pleading demonstrate just the opposite, revealing that InComm has an
 6 exemplary customer service record and provides refunds with regularity. *See* MTD
 7 at 18-19. Plaintiffs have offered no facts to support their theory of “intentional”
 8 avoidance, and though InComm sympathizes with their apparent frustration at being
 9 put on hold for a long time, that does not salvage their CLRA claims.

10 **D. Plaintiffs Do Not Claim that They Would Have Seen the “Omitted”**
 11 **Information If InComm Had Disclosed It**

12 For the reasons described above, Plaintiffs have not adequately alleged any
 13 security deficiency or other shortcoming that InComm omitted from its
 14 communications. But they have also not alleged that they relied on any of those
 15 communications when deciding to buy the Vanilla Gift Cards. This dooms the
 16 Purchaser Plaintiffs’ claim to standing under the CLRA and UCL. (The Recipient
 17 Plaintiffs, whose claims arise only under the “unfair” prong of the UCL, lack
 18 standing for an additional reason, discussed *infra* at 11-12.)

19 In their opposition, Plaintiffs cagily claim “that they would not have
 20 purchased the Cards . . . ***had they known***” about the cards’ supposed security
 21 limitations. Opp’n at 10 (emphasis added). But this response assumes away the
 22 predicate question of ***whether***, in fact, the Plaintiffs would have learned about the
 23 purportedly omitted facts if InComm had included them in its consumer-facing
 24 representations. To clear that hurdle, Plaintiffs must identify “what representations
 25 [they] reviewed and relied on before making [their] [purchasing] decisions,” which
 26 they have failed to do. *Simon v. SeaWorld Parks & Ent., Inc.*, 2022 WL 1594338,
 27 at *4 (S.D. Cal. May 19, 2022). As courts have repeatedly concluded, a consumer
 28 plaintiff lacks standing to challenge the “omission” of information from a

1 representation that she does not claim to have read or relied upon. *See id.* (quoting
 2 *Daniel v. Ford Motor Co.*, 806 F.3d 1217, 1225 (9th Cir. 2015)); *see also* MTD at
 3 20 (collecting cases).

4 Plaintiffs urge the Court to disregard those cases because they involved
 5 products that had “some utility” to the plaintiffs who purchased them, whereas the
 6 Vanilla Gift Cards were purportedly “useless.” Opp’n at 11. It is false that the risk
 7 of fraud rendered the Vanilla Gift Cards “useless,” but more importantly, it is
 8 irrelevant. Reliance does not turn on the objective value or “utility” of the product
 9 a plaintiff bought; it depends on the representations that she subjectively considered
 10 and valued when deciding whether to buy it. *See, e.g., Reid v. Johnson & Johnson*,
 11 780 F.3d 952, 958 (9th Cir. 2015) (actual reliance requires, among other things, an
 12 allegation that the plaintiff “heard, read, or saw” the disputed representation, and
 13 that it caused her to “purchas[e] the product for more money” than she otherwise
 14 would have). Plaintiffs’ Amended Complaint offers no allegations on this key point.

15 **E. Plaintiffs Do Not Allege Facts Establishing that InComm Had a**
 16 **Duty to Disclose Anything It Purportedly Omitted**

17 Plaintiffs have also failed to allege either of the factual predicates necessary
 18 to establish that InComm had a “duty to disclose” the purportedly omitted
 19 information. This is yet another fatal defect of their Amended Complaint.

20 *First*, Plaintiffs do not and cannot allege that the purported omission
 21 concerned a defect central to the product’s functionality. As one California court
 22 has already held, the alleged susceptibility of a gift card to fraud does not constitute
 23 such a defect. *See* MTD at 22 (citing *Barrett v. Apple Inc.*, 2022 WL 2119131, at
 24 *11 (N.D. Cal. June 13, 2022)). Plaintiffs’ attempt to distinguish *Barrett* by defining
 25 the “central functionality” of Vanilla Cards as “a form of payment *for the intended*
 26 *recipient*” only, *see* Opp’n at 14 (emphasis added), is unavailing. A key feature of
 27 the Vanilla Gift Cards is that they are not linked to designated individuals, and can
 28 be transferred to new users as easily as cash. *Id.* at 11. Plaintiffs acknowledge this

1 elsewhere, asserting that “a Card’s *sole function* is to purchase goods and services—
 2 it is a *cash-equivalent and has no other utility*.” *Id.* (emphasis added). Here, as in
 3 *Barrett*, Plaintiffs do not and cannot allege that their cards failed to discharge this
 4 function. Accordingly, they have not alleged that the supposed defect implicated the
 5 cards’ “central functionality,” such that InComm had a duty to disclose it.

6 *Second*, Plaintiffs have not alleged InComm’s exclusive knowledge of the
 7 information at issue. Though Plaintiffs say it is enough to allege that InComm had
 8 merely “superior” knowledge, *id.* at 15, the Ninth Circuit has endorsed the
 9 “exclusive knowledge” standard as “the better reading of California law.” *Hodsdon*
 10 *v. Mars, Inc.*, 891 F.3d 857, 864 n.5 (9th Cir. 2018). In any event, Plaintiffs cannot
 11 satisfy either standard. *See* MTD at 22-23. In their opposition, they point to their
 12 allegations of online “complaints” about Vanilla Gift Card fraud, which they claim
 13 provided InComm with “superior knowledge” of the cards’ vulnerability. Opp’n at
 14 16 (citing Am. Compl. ¶¶ 84-85). But all the complaints show is that there is *some*
 15 risk of fraud on the Vanilla Gift Cards, as there is with any other payment product.
 16 Reasonable consumers already know that. *Cf.* Am. Compl. ¶¶ 55, 73 (discussing
 17 public awareness of card fraud). And even if these complaints offered any insight
 18 to consumers, they were readily available on such public sites as Sitejabber,
 19 Pissedconsumer, and Trustpilot. *Id.* ¶¶ 44-46. Whatever “knowledge” InComm
 20 could have gleaned from these complaints was not “superior” or “exclusive” at all.

21 Plaintiffs also suggest that, even if consumers knew there was *some* risk of
 22 fraud, InComm “had superior knowledge regarding the true prevalence” of the issue.
 23 Opp’n at 17. But that claim is not backed up by any particularized allegation in the
 24 Amended Complaint. Nowhere have Plaintiffs attempted to explain what “true
 25 prevalence” means, how InComm knew it, or what InComm was supposed to have
 26 disclosed about it. Plaintiffs’ reliance on “conclusory allegations that [the]
 27 defendant has superior knowledge” is inadequate. *Grimstad v. FCA US, LLC*, 2018
 28 WL 6265087, at *7 (C.D. Cal. May 24, 2018). Thus, for two independent reasons,

1 Plaintiffs have failed to allege that InComm had a duty to disclose the cards’
 2 purported susceptibility to fraud.

3 **II. The UCL “Unfair Business Practices” Claims Must Be Dismissed**

4 InComm has explained that Plaintiffs’ UCL “unfair” claims overlap entirely
 5 with their inadequate “unlawful” claims and so should be dismissed. MTD at 23.
 6 Plaintiffs ignore, and therefore concede, this point. Moreover, the attempt that
 7 Plaintiffs do make to defend their “unfairness” claims is unavailing.

8 First, Plaintiffs cite a trio of irrelevant decisions about breaches of consumers’
 9 personal data. Opp’n at 18. Each of those cases involved violations of some
 10 objective measure of fairness, such as the defendant’s own policies or well-pleaded
 11 industry standards. In *Svenson*, plaintiffs alleged that the defendant deliberately
 12 shared customers’ data in violation of its own privacy policy. *Svenson v. Google*
 13 *Inc.*, 2015 WL 1503429, at *1 (N.D. Cal. Apr. 1, 2015). The *Yahoo!* plaintiffs
 14 similarly alleged that the defendants “violated [their] own privacy policy” and
 15 admitted to failing to remedy a data breach. *In re Yahoo! Inc. Customer Data Sec.*
 16 *Breach Litig.*, 2017 WL 3727318, at *3, *5, *24 (N.D. Cal. Aug. 30, 2017). And in
 17 *Adobe*, the defendant allegedly violated its own license agreement and failed to
 18 implement “a number of specific industry-standard security measures.” *In re Adobe*
 19 *Sys., Inc. Privacy Litig.*, 66 F. Supp. 3d 1197, 1206-07, 1227, 1232 (N.D. Cal. 2014).
 20 Thus, each case involved specific, judicially manageable standards for “fairness.”
 21 Plaintiffs’ Amended Complaint identifies no such standard.

22 Second, Plaintiffs ask the Court to apply the amorphous *South Bay* standard,
 23 which invites the Court to weigh “the utility of the defendant’s conduct against the
 24 gravity of the harm,” *S. Bay Chevrolet v. Gen. Motors Acceptance Corp.*, 72 Cal.
 25 App. 4th 861, 886 (Cal. Ct. App. 1999) (internal quotation marks omitted), and
 26 which many California courts have rejected as insufficiently rigorous, *see Ajzenman*
 27 *v. Off. of Comm’r of Baseball*, 492 F. Supp. 3d 1067, 1080-81 (C.D. Cal. 2020)
 28 (collecting cases). But Plaintiffs do not even satisfy that standard. For example,

1 Plaintiffs propose that InComm *eliminate its balance-inquiry webpage entirely* and
 2 replace it with a phone hotline, but fail to explain why the supposed security benefits
 3 of that regressive measure would outweigh its substantial diminution of the customer
 4 experience. For that matter, they do not allege facts suggesting that a phone line
 5 would be *any* less prone to fraudulent access than a website. Plaintiffs' claims
 6 therefore fail even under *South Bay*.

7 Third, Plaintiffs attempt to satisfy the *Cel-Tech* inquiry by reference to Cal.
 8 Civ. Code § 1798, which Plaintiffs claim embodies a “legislative policy requiring
 9 reasonable data security practices for” the maintenance of “personal information,”
 10 including “credit card numbers.” Opp’n at 19-20 (citing Cal. Civ. Code
 11 § 1798.81.5(d)(1)(A)(iii)). But as discussed above, Plaintiffs have disavowed any
 12 claim against InComm based on its “data security practices” with respect to card
 13 information, in favor of their equally vague claims about its balance-inquiry website.
 14 *See supra* at 2-5; Opp’n at 3. What is more, Plaintiffs’ argument misrepresents the
 15 statute, which defines card numbers as “personal information” *only when combined*
 16 with “the individual’s last name.” *See* Cal. Civ. Code § 1798.81.5(d)(1)(A)(iii).
 17 Plaintiffs’ reliance on this statute is therefore woefully misplaced.

18 Finally, the Recipients’ “unfair” claims should be dismissed for all the same
 19 reasons, and also because they cannot meet the UCL’s basic prerequisite to standing:
 20 a loss of money or property. MTD at 21; Cal. Bus. & Prof. Code § 17204. The
 21 Recipients did not purchase any cards, and have therefore lost nothing. And while
 22 disappointment with a gift may be frustrating, it is not a cognizable harm under the
 23 UCL. Plaintiffs’ reliance on *McVicar* for the proposition that one can assert UCL
 24 claims even if “someone else purchased the product” is misplaced. Opp’n at 22
 25 (citing *McVicar v. Goodman Glob., Inc.*, 1 F. Supp. 3d 1044, 1050 (C.D. Cal. 2014)).
 26 There, the court emphasized that although someone else had made the purchase, it
 27 was the plaintiffs who “*paid for*, and were stuck with,” the defective product.
 28

1 *McVicar*, 1 F. Supp. 3d at 1051 (emphasis added). Because the Recipients here did
 2 not pay for the cards, *McVicar* is of no use to them.

3 **III. Plaintiffs Cannot Maintain an Unjust Enrichment Claim**

4 As InComm argued, Plaintiffs continue to offer no particularized allegations
 5 supporting a claim for unjust enrichment. MTD at 24. Plaintiffs ignore this
 6 argument, and do not even attempt in their opposition to identify such allegations.
 7 Opp’n at 20-21. This is enough to dismiss the claim. Plaintiffs’ unjust enrichment
 8 claim should also be dismissed as derivative of their failed UCL and CLRA claims.
 9 *See, e.g., Choon’s Design, LLC v. ContextLogic Inc.*, 2020 WL 6891824, at *5 n.4
 10 (N.D. Cal. Nov. 24, 2020).

11 Plaintiffs also give no reason why their unjust enrichment claims should
 12 proceed despite the existence of written contracts. They argue that the claim is
 13 “[o]utside the [s]cope” of the Cardholder Agreements because it is “substantially
 14 focused on Vanilla’s *pre-sale* conduct.” Opp’n at 20-21 (emphasis in original). But
 15 Plaintiffs cannot rely upon the “scope” of the relevant agreements after refusing to
 16 “explain what the Cardholder Agreement covers,” as the Court requested, or even to
 17 provide information enabling InComm to do so. Order at 8. This is yet another basis
 18 for dismissing their unjust enrichment claim.

19 **IV. Plaintiffs Have No Standing to Seek Injunctive Relief**

20 Plaintiffs essentially concede this point. *See* Opp’n at 23-24. Though they
 21 insist that “they *may* purchase more Cards,” *id.* at 24 (emphasis added); *see also*
 22 Am. Compl. ¶ 108, equivocal statements of this sort are inadequate to establish an
 23 “actual or imminent threat of future harm.” *In re Coca-Cola Prods. Mktg. & Sales*
 24 *Pracs. Litig.*, 2021 WL 3878654, at *2 (9th Cir. Aug. 31, 2021).

25 **CONCLUSION**

26 For these reasons, InComm respectfully requests that the Court dismiss the
 27 Amended Complaint with prejudice.
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Dated: May 22, 2023

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CERTIFICATE OF COMPLIANCE

The undersigned, counsel of record for InComm Financial Services, Inc., certifies that this brief is twelve pages, which complies with the page limit set by Court order dated October 20, 2022.

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